

## CLAIMS

What is claimed is:

1. A method for ad reselling, the method comprising:  
  
receiving a video signal;  
  
detecting an advertisement in the video signal using fingerprint data;  
  
replacing the advertisement with a replacement segment; and  
  
receiving payment from a sponsor of the replacement segment.
2. The method as recited in claim 1, wherein the fingerprint data is stored in a fingerprint database.
3. A method for ad reselling, the method comprising:  
  
receiving a video signal;  
  
detecting an advertisement in the video signal using manual detection;  
  
replacing the advertisement with a replacement segment; and  
  
receiving payment from a sponsor of the replacement segment.
4. The method as recited in claim 3, wherein the manual detection is performed remotely and transmitted using a computer communications network.

5. A method for reselling ads, the method comprising:

receiving a targeted advertisement targeted for a particular recipient from an advertisement database;

outputting the targeted advertisement to an ad insertion unit which replaces a detected advertisement with the targeted advertisement for display to the recipient; and

transmitting or receiving financial data related to replaced advertisements to a traffic and billing unit.

6. The method as recited in claim 5, further comprising:

receiving fingerprint data from a fingerprint database; and

detecting segments using the fingerprint data and outputting respective trigger signals to the ad insertion unit.

7. The method as recited in claim 5, further comprising:

receiving a trigger signal from a remote monitoring unit; and

outputting the trigger signal to the ad insertion unit.

8. The method as recited in claim 7, wherein the trigger signal is generated manually.

9. An ad reselling apparatus, the apparatus comprising:

a video input receiving a video signal;

a detecting unit detecting an advertisement in the video signal using fingerprint data;

a replacement unit replacing the advertisement with a replacement segment; and  
a billing unit billing a sponsor of the replacement segment.

10. The apparatus as recited in claim 9, further comprising storing the fingerprint data in a fingerprint database.

11. An ad reselling apparatus, the apparatus comprising:  
a video input receiving a video signal;  
a detecting unit detecting an advertisement in the video signal based on manual detection;  
a replacement unit replacing the advertisement with a replacement segment; and  
a billing unit billing a sponsor of the replacement segment.

12. The apparatus as recited in claim 11, wherein the detecting unit further comprises a communication unit receiving a trigger signal over a computer communications network based on the manual detection which is performed remotely.

13. An ad reselling apparatus, the apparatus comprising:  
an ad receiving unit receiving a targeted advertisement targeted for a particular recipient from an advertisement database; and  
an ad output unit outputting the targeted advertisement to an ad insertion unit which replaces a detected advertisement with the targeted advertisement for display to the recipient.

14. The ad reselling apparatus as recited in claim 13, wherein the ad output unit outputs trigger signals to the ad insertion unit.
15. The ad reselling apparatus as recited in claim 13, further comprising:  
a fingerprint receiving unit receiving fingerprint data from a fingerprint database; and  
a detection unit detecting segments using the fingerprint data and outputting respective trigger signals to the ad insertion unit.
16. The ad reselling apparatus as recited in claim 13, further comprising:  
a trigger signal receiving unit receiving a trigger signal from a program source; and  
a trigger signal output unit outputting the trigger signal to the ad insertion unit.
17. The ad reselling apparatus as recited in claim 13, further comprising:  
an ad accounting unit transmitting or receiving financial data related to replaced advertisements to a traffic and billing unit.
18. The ad reselling apparatus as recited in claim 13, further comprising:  
a remote receiving unit receiving a trigger signal from a remote monitoring unit; and  
a trigger signal output unit outputting the trigger signal to the ad insertion unit.
19. The apparatus as recited in claim 18, wherein the trigger signal is generated manually.

20. An ad reselling apparatus, the apparatus comprising:

an ad receiving unit receiving a targeted advertisement targeted for a particular recipient from an advertisement database;

an ad output unit outputting the targeted advertisement to an ad insertion unit which replaces a detected advertisement with the targeted advertisement for display to the recipient; and

an ad accounting unit transmitting or receiving financial data related to replaced advertisements to a traffic and billing unit.